

## REMARKS

### 35 U.S.C. § 103 Rejection

Claims 1-5 13-17, and 25-28 were rejected under 35 U.S.C. § 103(a) over U.S. Patent No. 6,029,195 to Herz in view of U.S. Patent No. 5,799,304 to Miller. Claim 1 recites:

“providing a first agent with a narrative framework which represents a story, and which comprises content elements, each content element comprising a plurality of types of representations having different media characteristics.”

The Office Action states that Herz provides “content elements, each content element comprising a plurality of types of representations having different media characteristics (i.e. various types of target objects, Abstract, in an electronic media environment, such as news articles Col. 1 lines 17-41” (page 3, bottom paragraph). Applicants respectfully disagree. In claim 1, each content element includes multiple types of representations with different media characteristics. This is illustrated in the specification, at paragraph [889], describing FIG. 26, where the content element labeled “Nature Conservation Ad” “has two image representations but with differing specification for aspect ratio.” In contrast, Herz discloses multiple target objects, but each target object is of a single type. Neither Herz nor Miller, alone or in combination disclose or suggest a single target object that is of multiple types.

The Office Action also states that “Herz does not explicitly disclose providing a first agent with a narrative framework which represents a story” (page 3, middle paragraph), but that Miller describes a narrative framework which represents a story in col. 7, lines 34-49 (page 5). Applicants respectfully disagree. Miller describes a story list that is made up of articles (see col. 8, lines 3-5, and col. 10, lines 40-50). Miller uses the terms story and article interchangeably (see col. 8, lines 54-60), and thus the story list is made up of separate stories. Applicants note the definition of “narrative” as: “1. A story or account of events, experiences, or the like, whether true or fictitious.” (narrative.dictionary.com. *Dictionary.com Unabridged.*. Random House, Inc. <http://dictionary.reference.com/browse/narrative>. (accessed: January 4, 2010) attached as Exhibit A). This is consistent with the specification where a storytelling system is shown and described (paragraphs 85 and 86, and Fig. 1). Miller describes the story list as a list of separate stories that, when combined, do not amount to a story or account of events, experiences, or the like. Thus,

Miller's story list is not analogous to a narrative framework that represents a story. Neither Herz nor Miller, alone or in combination disclose or suggest a narrative framework that represents a story. Therefore the Office Action fails to make a *prima facie* showing of obviousness of claim 1 over Herz in view of Miller, and claim 1 is allowable. Claims 2-4 depend from claim 1, recite further non-obvious features of the invention, and are allowable for at least the same reasons that claim 1 is allowable.

Independent claims 13 and 25 were rejected under similar rationale as claim 1, and are allowable for the same reasons that claim 1 is allowable. Claims 14-16 depend from claim 13, and claims 26-28 depend from claim 25. These claims recite further non-obvious features of the invention, and are allowable for at least the same reasons that their respective base claims are allowable.

### CONCLUSION

This application is believed to be in condition for allowance, and such action is respectfully requested. The Examiner is invited to telephone the undersigned with any further questions. Applicants do not believe that additional fees are due, but if the Commissioner believes additional fees are due, the Commissioner is hereby authorized to charge any fees, which may be required, or credit any overpayment, to Deposit Account Number 50-3797.

Respectfully submitted,

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01/05/2010  
Date